

<<国际经济中的经理(第七版)>>

图书基本信息

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## <<国际经济中的经理(第七版)>>

### 内容概要

#### 国际经济中

本书三位作者均系世界著名的研究国际投资和跨国公司理论的学者，其中Raymond Vernon和Louis T. Wells为美国哈佛商学院教授，Subramanian Rangan为欧洲管理学院教授。

#### Raymond

Vernon在60年代中期提出的产品生命周期理论为欧、美企业国际化奠定了理论基础，至今仍有很高的学术价值。

本书是主要用于欧美管理院校工商管理硕士研究生的教材，现已在世界发行了30年。

该书分为企业内部管理、企业和国家、国际环境和案例四个部分，共11章，内容涉及国际经济、企业国际化的动机、宗旨、目标和战略，跨国公司经营和管理，各国经济环境比较及政策研究，国际金融市场，国际货币、货物、服务规则等宏观及微观专题。

第四部分包括13个企业和国家的案例。

全书结构严谨，层次清晰，颇具理论深度。

作者注重理论联系实

际，将国际企业管理理论渗透于企业国际化经营与运作实际之中，以启发学生独立思考，增强学生分析问题和解决问题的能力。

全书图文并茂，资料齐全，每章末尾附有参考书目，以利读者阅读，适合学生及在职管理人员自学。

该书理论体系和主要内容基本上针对的是美国和其他西方发达国家的国情，以企业高层管理人员的角度为出发点，起点高，理论性强，适合我国经济管理院校企业管理专业研究生或企业在职管理人员作教材或教学参考资料。

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